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57329.00002.UTL
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Peter H. I. Kim

Serial No.: 09/665,482

Filed: September 20, 2000

For: **METHOD AND APPARATUS OF
DELIVERY OF TARGETED
ADVERTISING AND CONTENT BASED
ON USER INTERACTION WITH
ONLINE QUERIES ON A WIDE AREA
NETWORK**

)
) **Group Art Unit: 3622**

)
) **Examiner: John L. Young**

)
) **Confirmation No.: 8575**

AMENDMENT & RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

Sir:

In response to the Office Action mailed July 7, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted (703-746-7239) to the United States Patent and Trademark Office on October 7, 2004.

JILL C. YOUKEL

Typed or printed name of person signing Certificate

